CLAIMS

1. An advertisement print being printed on a print carrier, said print illustrates a transformation of a three-dimensional element, where said print is optimised for a viewer having two viewpoints, a first viewpoint and a second viewpoint being placed on each side of a central fictive viewpoint, the print comprises:

- a right side being a perspective projection of said three-dimensional element to said print carrier, said projection being optimised to said first viewpoint and
- a left side being a perspective projection of said three-dimensional element to said print carrier, said projection being optimised to said second viewpoint.

2. An advertisement print according to claim 1, wherein said first viewpoint is placed on the right side of said central fictive viewpoint and wherein said second viewpoint is placed on the left side of said central fictive viewpoint.

3. An advertisement print according to any of the claims 1-2, wherein said three-dimensional element comprises commercial information.

4. An advertisement print according to any of the claims 1-3, wherein said print carrier is a removable mat.

5. An advertisement print according to any of the claims 1-4, wherein said print carrier is a plane surface, such as a ceiling, a floor or a wall.

6. An advertisement print according to any of the claims 1-5, wherein a projector pointing towards the print carrier provides said print.

7. A method of generating an advertisement print on a print carrier, said print being a transformation of a three-dimensional element, where said transformation is optimised for a viewer having two viewpoints, a first viewpoint and a second viewpoint being placed on each side of said central fictive viewpoint, the method comprises the steps of:

- performing a perspective projection of the three-dimensional element to said print carrier according to said central fictive viewpoint,

- adjusting a right part of said perspective projection according to said first viewpoint,
- adjusting a left part of said perspective projection according to said second viewpoint.

8. A method according to claim 7, wherein the step of performing the projection of the three-dimensional element to the print carrier is performed by the steps of:

- generating a plane of projection being a two-dimensional image of the three-dimensional element, said plane of projection being generated in a position perpendicular to a line of sight defined between the central fictive viewpoint and the centre of said plane of projection,
- perspective projecting the plane of projection to the print carrier according to said central fictive viewpoint.

9. A method according to claim 8, wherein projecting the plane of projection to the print carrier is performed by dividing the plane of projection into a number of horizontal sub masks and then projecting each sub mask to said print carrier according to a line of sight defined between said central viewpoint and a point in said sub mask.

10. A method according to any of the claims 7-9, wherein the step of adjusting the right part of said perspective projection according to said first line of sight is performed by stretching the right side of the perspective projection towards said first line of sight and wherein the step of adjusting the left part of said perspective projection according to said second line of sight is performed by stretching the left side of the perspective projection towards said second line of sight.

11. A method according to claim 10, wherein the stretching of the right side of the perspective projection towards said first line of sight is performed in such a way that the edges of the right side become parallel with said first line of sight and wherein the stretching of the left side of the perspective projection towards said second line of sight is performed in such a way that the edges of the left side become parallel with said second line of sight.

12. A method according to any of the claims 10-11, wherein said stretching is performed by dividing the perspective projection into a number of vertical sub masks, stretching each sub mask in the right side of the projection according to a line of sight defined between said sub mask and a first viewpoint, and stretching each sub mask in the left side of the projection according to a line of sight defined between said sub mask and a second viewpoint.

13. A method according to any of the claims 7-12, wherein said first viewpoint is placed on the right side of said central fictive viewpoint and wherein said second viewpoint is placed on the left side of said central fictive viewpoint.

14. A method according to claim 7-13, wherein the transformation is further optimised for the viewer by graphically adjusting the contents of the advertisement print.

15. A method according to claim 14, wherein the graphical adjustment is made based on a simulation of the advertisement print on the print carrier.

16. A computer readable medium having stored therein instructions for causing a processing unit to execute the method of claim 7-13.